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| Monday, November 17, 2014   |
| 8am-5pm | **Registration Open** |
| 9:00am-12:30pm9:00am-3:30 pm9:00am-12:30 pm | **Workshops:** 1. Getting Started in Plasticulture (Beal, Wrenn, Albertson, Rollins, Love) - North Room (M. Wilder & Poling, facilitators) 2. Managing Food Safety in Strawberry Production Systems (NC Fresh Produce Safety Task Force) – South Room 3. Introduction to Social Media Benefits - Dogwood Room |
| 10:00am | **Coffee Break** (foyer) |
| 1:00-6pm | 4. **Buses Depart for Sandhills Farm Tour.** Buses will return at approximately 8 pm. Dinner will be off-site. (Lee Berry & David Dycus Co-organizers)  |
| 5:00 pm  | **Open for Exhibitor Setup**  |
| 8:00 pm–10:00pm | **Hospitality Villa** – Complimentary Refreshments and Light Snacks  |
| Tuesday, November 18, 2014 |
| 7:30-9am | **Registration Open.** Coffee & Biscuits in Exhibitor Area.  |
| 9:00-10:00am  | 5. **General Session** – (a) Welcome from the NC Dept. of Agriculture, Dr. Richard Reich, Assistant Commissioner for Agriculture, NC Department of Agriculture & Consumer Services (b) Grower Spotlight: 2013-2014 Strawberry Season Highlights from our Farm, Eric and Kristi Hunter, Hunter Farms, Easley, South Carolina (Calloway/Oakley)*Session Moderator – Dr. Barclay Poling, Professor Emeritus, NC State & Interim Executive Director, NCSA* |
| 10:00-10:30am | **Break** (Foyer) |
| Track | **SMART RESISTANCE MANAGEMENT** (Calloway) | **PRODUCE SAFETY**(Oakley) | **MARKETING**(North Room) |
| 10:30-12:00Breakout Sessions | 6. Botrytis and Anthracnose Disease Cycles, and How Strawberry Nurseries, Plug Propagators and Fruit Growers Can Employ *Smart Resistance Management* Strategies -Dr. Guido Schnabel, Clemson Univ, and Dr. Natalia Peres, Univ. of Florida Moderator – Dr. Frank Louws | 7. (a) Food Safety Regulations and Potential  Impact  - Debbie Hamrick, NC Farm Bureau (b) Irrigation Water Remediation &Treatment Options – Dr. Chris Gunter, NC State, and Dr. Eduardo Gutierrez-Rodriguez, Fresh Produce Safety, NC State University (c) Viral Contamination of Berries: Information all Growers Should Know – Otto “Chip” D. Simmons, IIINorth Carolina State University Moderator – Colby Griffin, Agent, Edgecombe County | 8. (a) Using Facebook and Social Media to Grow Your Strawberry Business – Dr. James Barnes, MS StateModerator – Dexter Hill, NCDA & CS |
| 12:15- 1:00pm 1:00 – 1:45pm  | **LUNCH & NCSA Annual Meeting:** (a) Special Remarks Dr. Joe Zublena. Associate Dean & Director, NCCES, NC State (b) awards and introduce scholarship winners, referendum reminder  |
| 9. General Session: **“46 Years of Strawberry Breeding in Florida”** – Dr. Vance Whitaker, Univ. of FloridaSession Moderator – Dr. Barclay Poling, Interim Exec. Dir., NCSA |
| Track | **MANAGING SOILBORNE DISEASES**(Calloway) | **FLAVORFUL VARIETIES** **& FLAVOR MANAGEMENT**(Oakley) | **MARKETING & ECONOMICS**(North Room) |
| 2:00-3:15pm Breakout Session | 10. (a) Strawberry Bio-fumigant trials in Virginia, Dr. Chuck Johnson, VA Tech (b) Fumigant and Non-fumigant Approaches to Managing Soilborne Diseases & Weeds - Dr. Allen Straw, VA Tech (c) Promising Research with Anaerobic Soil Disinfestation (ASD) (Dr. Frank Louws)Moderator – Mike Wilder, NCDA & CS  | 11. (a) A New USDA Variety – Flavorfest ; (c) Promising Selections from NCSU – Dr. Gina Fernandez, NCSU (d) Lassen Canyon Breeding Program Introductions – Nick PinkertonModerator – Christine Bradish, PhD Candidate, Dept. of Hort. Sci., NCSU  | 12. (a) What the Marketing Division does to Promote Strawberries in North Carolina – G.W. Stanley; (b) What the Marketing Division does to Promote Strawberries in Virginia – Gail Moody Milteer; (c) Utilizing Gleaners to When Berries are Getting Overripe (Michael Cotton, Food Bank of Central & Eastern NC)Moderator – Dexter Hill, NCDA & CS |
| 3:15-3:30pm | **Break** |  |  |
| 3:30-4:45pmBreakoutSessions | 13. Methyl Bromide is Gone. What’s Next? A Leading Researcher from the University of FL Will Provide an In-depth Update on the Florida Experience in a Post-Methyl Bromide Era – Dr. Joe Noling, UFLModerator - Victor Lilley, Tri-Est  | 14. (a) Breeding for Flavor in Florida, Dr. Vance Whitaker, UFL; (b) Testing of Strawberry Varieties in Virginia, Dr. Jayesh Samtani, Ph.D., Small Fruit Production Specialist Hampton Roads AREC, Department of Horticulture, Virginia Polytechnic; and Roy Flanagan, Agriculture Extension Agent/ Virginia BeachModerator – Christine Bradish, PhD Candidate, Dept. of Hort. Sci., NCSU | 15. Update on Strawberry Virus Threat and Harmonization of U.S. and Canadian Certification Pograms - Dr. Zvezdana Pesic-VanEsbroeckDirector, Micropropagation and Repository Unit, Dept Plant Pathology Moderator – Amy Lynn Albertson, Agent, Davidson County, NCEES |
| 5:00-6:00pm | Social Hour and Live Auction to benefit Scholarship Fund – (Calloway/Oakley) (Cash Bar) |
| 6:00pm | Dinner on Your Own  |
| 8:00pm | Hospitality Villa Open - Complimentary Refreshments and Light Snacks |
| 8:15 pm - 9:30pm | 16.Stakeholder Discussion about **Regional Breeding and Strawberry Plasticulture Extension Positions –** University Officials from NC State, VA Tech, Clemson, Univ. of Georgia and Univ. of Tennessee, have been invited – Facilitator: Dr. Barclay Poling (Calloway/Oakley) |

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| Wednesday, November 19, 2014 |
| 7:30-9am | **Registration Open.** Coffee & Biscuits in Exhibitor Area  |
| 9:00-10:00am | 17. GENERAL SESSION: "**Maintaining Soil Health in Southeastern Plasticulture Strawberry Production: Practices and Current Research" -** Amanda McWhirt**,** PhD Student**,** Department of Crop ScienceNorth Carolina State University & Danny Van Meter, Van Meter Farms, Clarkson, KY, Moderator – Dr. Frank Louws |
| 10:00-10:30am | **Break** in Exhibitor Area |
| TRACK | **PEST MANAGEMENT****FRUIT & NURSERY**(Calloway) | **WEATHER EXTREMES, ROW COVERS & LOW TUNNELS**(Oakley) | **LABOR, HARVEST and POSTHARVEST MANAGEMENT** (North Room) |
| 10:30-11:15am Breakout Sessions | 18. (a) Weed Control Options in Plasticulture Strawberry Fruit Production - Katie Jennings, NCSU(b) Spotted Wing Drosophila and Mite Update – Dr. Powell Smith, Clemson Moderator – Andy Rollins, Agent, Clemson University | 19. (a) Current Recommendations on Row Rover Usage for the Mid-South – Dr. E. Barclay Poling, Prof. Emeritus, NC State (b)Current Recommendations on Row Rover Usage for Northern Plasticulture Growing Areas – Brad Bergefurd, Ohio State UniversityModerator – Nicole Sanchez Agent, Jones, Craven, Greene, Lenoir, and Onslow Counties | 20. Labor Legislative Update – Lee Wicker, North Carolina Growers Assn.Moderator – Sue Leggett, Vice Pres., NCSA & Grower  |
| 11:20a-12:30pmBreakout Sessions | 21. (a) Anthracnose Crown Rot of Strawberry: from wild host to nursery to fruiting field - Dr. Mahfuz Rahman, West Virginia Univ.(b) Panel Discussion of Disease Management in Plugs (Dr. Frank Louws, N.C. State Univ., Dr. Chuck Johnson, Va Tech, and Dr. Guido Schnabel, Clemson Univ. Moderator – Dr. Powell Smith, Clemson | 22. *Low Tunnel Production.* (a) Rain Damage & The Case for Low Tunnels – Lee Berry, Grower, Ellerbe, NC; (b) Reducing disease pressure with low tunnels, and How Low Tunnels Can Extend Your Berry Season – Kim Lewers, USDA (c) Grower & Industry PanelModerator – Roy Flanagan, Agent, Virginia Cooperative Extension  | 23. (a) Post-Harvest Cooling Options and Methods for Strawberry Growers - Dr. Penelope Perkins-Veazie, ProfessorNC Research Campus, Kannapolis;  Moderator: Paige Burns, Assistant Horticulture Agent, Richmond County |
| 12:30-1:30pm |  24. **Luncheon** - Carolina Dining Room - announce outcome of Referendum, Board Elections, & Research Reports, Financial Report |
| **WORKSHOPS**2:00 pm – all workshops start at 2 pm | 25. **All About Albion**  – Barclay Poling, Prof. Emeritus, NCSU and Bob Hall, Grower, York, SC (ends 3:30 pm) | 26. **Interpreting your *Profile* resistance management report** – Dr. Guido Schnabel, Clemson (ends 3:00 pm) |  27. How are You Progressing with Your On-farm Food Safety Program – John Eade, Food Safety Consultant (ends 4 pm) |
| 3:30pm – 4 pm  | Breakdown and departure  |